

the first phase of the 60-acre Fallon Sports Park and the Heritage Park and Museums. Planning is underway for a new 36,000 square ft. Recreation and Aquatic Complex and several new parks.

The Heritage and Cultural Arts Division includes the Heritage and Cultural Arts Manager, the Heritage Center Director and Recreation Coordinator for Special Events and Marketing. Heritage and Cultural Arts programs and projects, and Department marketing are the responsibility of the Heritage and Cultural Arts Manager. Programs relating to the heritage and history of Dublin are planned by the Heritage Center Director who also manages the day-to-day operation of the Dublin Heritage Park and Museums. Citywide special events are the responsibility of the Recreation Coordinator.

### ABOUT THE CITY

The City of Dublin is located in eastern Alameda County, approximately 35 miles southeast of San Francisco. The City was incorporated in 1982 with a population of 46,063 within 14.59 square miles. Dublin's strategic "crossroad" location at the intersection of Interstate 580 and 680 has made the City freeway close and conveniently accessible to the Bay Area with two BART stations.

### COMMITMENT TO COMMUNITY SERVICE

The City of Dublin is continually striving to enhance the services provided to our customers. The City organization is committed to creating a challenging and rewarding environment in which all employees representing the City are motivated to respond to the needs of the City's customers. In setting high standards for ourselves, we take pride in:

- Being a responsive and proactive City team, in touch with the changing needs and expectations of the Dublin community.
- Providing the highest level of quality service in all City programs and activities.
- Promoting a "can do" attitude using common sense along with technical/professional knowledge.
- Being committed to high professional standards. A professional attitude encourages an objective approach to analyses of issues.
- Providing information and resources to our customers in a friendly and helpful manner.

### THE SELECTION PROCESS

The best qualified candidates whose background and experience most closely meet the City's current needs will be invited to participate in an interview/oral board. In addition, the selection process may consist of written and/or oral components. The City reserves the right to test an applicant in any other manner to determine suitability and to alter any aspect of the selection process. Meeting the minimum requirements listed in this job description does not guarantee advancement in subsequent phases of the selection process.

Candidates who successfully complete the interview process may be placed on an employment eligibility list. This list may be canceled at any time, without notice to candidates. All offers of employment are conditional upon the ability to provide verification of authorization to work in the United States.

### EQUAL OPPORTUNITY EMPLOYER

In accordance with Federal and State laws, the City of Dublin does not discriminate on the basis of race, religion, color, national origin, ancestry, handicap, disability, medical condition, marital status, sex, or age.

The City of Dublin will make reasonable accommodations for the participation in employment, programs, and facilities. Please notify the Personnel Division at (925) 833-6605 regarding the type of reasonable accommodations needed within three days following recruitment closing date.

### HOW TO APPLY

Apply online at [www.CalOpps.org](http://www.CalOpps.org). Once there, click on "Member Agencies," "City of Dublin," then on "Graphic Design and Communications Coordinator," and "Apply Now." **Applications and responses to the Supplemental Questionnaire must be received by 5:00 p.m. Friday, May 25, 2012.** No faxed or e-mailed applications or postmarks will be accepted.

THIS ANNOUNCEMENT is meant only as a general description guide and is subject to change. The information contained herein does not constitute an expressed or implied contract of employment and these provisions are subject to change.



City of Dublin  
California

## Invites applications for the position of... GRAPHIC DESIGN and COMMUNICATIONS COORDINATOR

*The funding for this new position begins  
July 1, 2012 as approved by adoption of the  
FY 2012-2013 City Budget.*

Salary: \$5,493 - \$6,867/mo.  
(Proposed salary adjustment 7/1/2012)

**Filing Deadline:**  
**Friday, May 25, 2012**  
**@ 5:00 PM**

**Apply Online at [www.CalOpps.org](http://www.CalOpps.org)**



#### Human Resources

City of Dublin  
100 Civic Plaza  
Dublin, CA 94568  
(925) 833-6605  
(925) 833-6651 FAX  
[human.resources@dublin.ca.gov](mailto:human.resources@dublin.ca.gov)  
[www.dublin.ca.gov](http://www.dublin.ca.gov)

**Mission Statement:** The City of Dublin promotes and supports a high quality of life which ensures a safe and secure environment that fosters new opportunities.

THE POSITION

The City of Dublin is seeking to fill a new full time Graphic Design & Communications Coordinator in the Heritage and Cultural Arts Division of the Parks and Community Services Department. The Graphic Design and Communications Coordinator creates a variety of effective marketing medium that heighten the visibility of specialized programs and/or increases public interest and audience. This classification is expected to have broad knowledge of graphic art concepts, techniques, and processes including layout principles and aesthetic design concepts.

KEY ELEMENTS

- The following duties are normal for this classification. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.
- Participates in the development of marketing/promotion strategy of assigned programs; establishes project goals and objectives; Meets with City staff to identify project needs.
- Create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.
- Develop the overall layout and design of flyers, advertisements, website content, reports, presentations and other publications, which enhance the professional image and branding of Department programs and services.
- Produce promotional displays, packaging, and marketing brochures for products and services.
- Design distinctive logos for products and services.
- Develop signs and signage systems and other environmental graphics.
- Administer web site content and social media on behalf of the Department. Develop material and content for Internet Web pages, interactive media, and multimedia projects.
- Assist Department staff with the development of presentations using PowerPoint and other presentation software.
- Write, edit, prepare and distribute informational materials, press releases, articles and presentations to inform the community and the organization of City issues, services, programs and events.
- Writes and oversees video productions.
- Prepare notes, instructions and electronic files for vendors that will produce final materials.

- Surveys, collects and evaluates community participation, attendance and satisfaction and overall results of specific measures and goals.
- Develops partnerships and coordinates information with outside agencies to foster and develop community services, events and information.
- Seeks sponsorships to underwrite projects; identifies sponsors, creates presentation packets and maintains sponsorship databases.
- Develops and administers program budgets and monitors expenditures.
- Oversee part-time staff as assigned and independent contractors.
- Negotiates and manages agreements for contract services.
- Prepare information and reports related to program budgets.
- Maintain records and prepare written promotion plans and reports.
- Maintain a sufficient supply of inventory and materials that will ensure that the Department meets the needs of its customers, clients, and the public.
- Build and maintain positive working relationships with co-workers, other City employees and the public using principles of good customer service.

CANDIDATE QUALIFICATIONS

Education: Associate of Arts degree from a recognized college or university with major course work in graphics design, advertising, marketing, photography, desktop publishing, and/or reprographics. A Bachelor’s degree is highly desirable.

Experience: Three years of progressively responsible paid experience performing graphic design work including desktop publishing.

Training: Any software training related to Adobe Creative Suites software programs or other courses and certification programs, which are relevant to this job classification, are desirable.

Licenses: Possession of a valid California Class C Drivers’ License and Certificate of Automobile Insurance for Personal Liability.

Knowledge of:

- Modern marketing and public relations techniques and promotional event planning.
- Modern principles of organization and administration.
- Writing and editing techniques for a variety of audiences.

- Developing or maintaining websites.
- English language usage, spelling, punctuation and grammar.
- Basic supervisory and motivational techniques.
- Knowledge of a variety of software applications.
- Methods and practices of program development and project management.
- Principles and practices of effective business and marketing communications.

Ability to:

- Interpret project needs and convert user-developed content into attractive print advertising and electronic media.
- Develop design concepts by gathering information and data to clarify design issues.
- Design and paste-up camera-ready reports and brochures for in-house or contract printing projects; oversee document reproduction process for quality and accuracy.
- Think creatively, produce new ideas and contribute to the overall project.
- Take photographs using digital and other cameras and prepare slides and/or PowerPoint presentations.
- Use innovation to redefine designs as needed to meet the constraints of cost and time.
- Multi-task and work on more than one design project at a time; set priorities and meet deadlines; work in a fast-paced, team oriented environment.
- Work well under pressure and quickly make responsible decisions; identify and resolve problems quickly.
- Demonstrate tact and good judgment in dealing with sensitive issues and situations.
- Use a wide range of media, computer operating systems and various software programs.
- Proficiency with programs in the Adobe Creative Suites is desirable.
- Produce accurate and high quality work products.
- Keep abreast of developments in information technology and trends particularly design programs and hardware.
- Oversee, train and provide input to evaluation of part-time staff; assess activities of independent contractors.
- Establish and maintain effective working relationships, and work collaboratively with a team of vendors and City staff.
- Attend day, evening and weekend meetings and events.
- Communicate in an effective and concise manner, both orally and in writing.

SALARY/BENEFITS

The City of Dublin offers an attractive salary compensation and benefits plan in a professional, growth-oriented environment. The salary range for the **Graphic Design & Communications Coordinator** position is **\$5,493- \$6,867** per month. The following benefits will complete the compensation package:

- CalPERS Retirement 2.7%@55; 0% EPMC
- Performance Pay Adjustment system available
- Choice of medical plans through PERS with the City contributing up to \$1,254.68 per month
- Post-retirement medical benefits
- City-paid full family dental insurance
- City-paid single vision plan – optional family coverage
- IRS Section 125 plan/\$900 annual account seed money
- City-paid \$50,000 term life insurance
- City-paid long-term disability insurance
- Employee Assistance Plan
- Education reimbursement program
- Thirteen paid holidays (including one floating holiday) per year
- Approximately 22 days per year of General Leave in lieu of traditional sick & vacation leave

In addition to the above benefits, the City offers voluntary participation in a deferred compensation program, short-term disability program, supplemental life insurance, Dependent Care Assistance program and a credit union.

The City of Dublin does not participate in the Social Security system except for a mandatory Medicare.

ABOUT THE DEPARTMENT

The Parks and Community Services Department is comprised of three divisions; Parks and Community Services; Parks and Facilities Development; and Heritage and Cultural Arts. The Parks and Community Services Division provides recreational programs and activities for groups of all ages. Additionally, the Division is responsible for management of community facilities including the Shannon Community Center, Senior Center, Swim Center, Sports Fields and Activity Center, and Stager Community Gymnasium. The Parks and Facility Development Division plans and implements capital projects relating to park, recreational and community facilities. Major projects recently completed include

## **GRAPHIC DESIGN AND COMMUNICATIONS COORDINATOR**

### **Supplemental Questions**

Instructions: You must respond to the following questions when applying for the position online at CalOpps.org. Your responses will not be accepted via e-mail or by fax.

1. Please describe why you are interested in working as a Graphic Artist with the City of Dublin.
2. This position works with multiple departments within the City and must create a variety of communications and graphics tools. Please provide a list of the type of clients you have worked for and the nature of the graphics or communications pieces you have created each.
3. Please submit 3 samples of your work in PDF format demonstrating the following:
  - a. Event Flyer, Poster or Post Card
  - b. Web Page or Web-Based Newsletter or Communication Piece
  - c. Newsletter or Corporate Communication Piece

Instructions for uploading Sample Work in PDF Format (in CalOpps.org):

After completing the Supplemental Questions (Step 7), Click on the NEXT Button to Step 8. Click the BROWSE button and attach the Work Sample (in PDF format) that you want to submit for evaluation. Click Next to continue with the application process.